

# Subject index

Medical Economics, July through December 1964

Each listing shows title of major article (asterisked) or short item. First two figures following title indicate date of issue; last figure indicates page number in that issue on which the article or item starts. Back copies of MEDICAL ECONOMICS may be purchased, as long as the supply lasts, at \$1 each; special issues (7-13, 11-2, 11-30), \$2.

## Aged

\*How they handle fees for the elderly. 12-14-229

## Allied occupations

\*Let's stop subsidizing cultists! 9-7-118

\*Who killed Linda Epping? 12-14-268

## Assistants

\*Get your aides to gripe! 7-27-98

Speeding up an aide's filing time. 8-10-219

How much bonding coverage for a doctor's aide. 9-7-211

My aide 'warms up' patients for me. 9-21-189

\*Too much friction in the office? 9-21-120

When to give severance pay to an aide. 9-21-186

When to say no to further pay increases. 9-21-185

What to do when an aide's salary is garnisheed. 10-5-141

\*Results of MEDICAL ECONOMICS' first annual checkup of physicians' economic health: \*More help, higher pay. 11-2-76

Want an aide who's board-certified? 11-2-190

How to offer criticism to an employee. 11-30-117

How's your aide's telephone technique? 12-14-181

Professional courtesy for aides' relatives. 12-14-159

\*How well supervised is your office? 12-28-155

## Book features

\*The law and your children. 7-27-230

\*God's own junkyard. 9-7-268

\*Change, hope and the bomb. 10-5-250

\*Why we can't wait. 11-2-214

## Cars

When accidents boost insurance premiums. 7-13-189

Addicts are showing new interest in your car. 8-10-181

\*What to do when your car conks out. 8-10-173

\*Bored with driving? Try a sports car! 10-19-114

\*How good are those new car warranties? 11-16-94

\*Best times to service your car. 12-14-219

## Collections

How long a trial period for a collection agency. 7-13-259

If a wealthy patient won't pay your bill. 7-27-217

Reporting data on accounts to a credit bureau. 7-27-217

One way to reduce collection agency charges. 8-10-215

Blanket assignment form can spur collections. 9-7-239

How to spot counterfeit currency. 9-7-213

Kiss a fee good-bye when the patient is drafted? 9-7-230

What's wrong with billing a teen-age patient. 9-7-213

\*'Pay whatever you wish.' 9-21-197

\*Seven deadly sins of collection-letter writing. 9-21-80

\*Stop trying to beat deadbeats! 10-5-102

If you need to prolong the time limit on a debt. 10-19-141

How the value of overdue accounts drops as they age. 11-2-139

If an agency isn't collecting as much as you'd like. 11-16-153

\*Five top management consultants advise you on collections. 12-14-67; \*When the patient can't pay. 12-14-70;

\*When the patient won't pay. 12-14-74; \*When the patient pays too slowly. 12-14-80

How to simplify detailed fee discussions. 12-28-127

## Cost of medical care

\*Cardiopulmonary work-ups for \$25? 10-19-201

Facts for physicians: Who pays for health care? 11-16-81

\*The truth about that new health cost index. 11-16-173

## Drugs, druggists

Addicts are showing new interest in your car. 8-10-181

If an indigent patient needs expensive drugs. 9-21-186

## Equipment, supplies

An electric typewriter for your aide? 10-5-243

How many phone lines for the busy solo M.D. 10-5-139

Tax-deducting for equipment you no longer use. 12-28-151

"It seems like  
I've been coughing  
all winter"



**BRONKOTAB**  
**ELIXIR** checks the  
persistent, lingering  
**INEFFECTIVE COUGH** of  
**BRONCHITIS/COLDS**

Expectorant action alone is not adequate therapy for this common problem.

Bronkotab Elixir\*, with an expectorant plus two effective bronchodilators, eliminates *both* causes of bronchitis/cold cough.

1. Bronkotab Elixir thins and facilitates removal of cough-provoking mucus.

2. Opens bronchioles so mucus

can escape and relieves the persistent irritation of bronchospasm.

Bronkotab Elixir increases cough's effectiveness and shortens its duration — eases acute spasm and checks chronic cough.

\*glyceryl guaiacolate 50 mg., ephedrine sulfate 12 mg. and theophylline 15 mg.; also chlorpheniramine maleate 1 mg. and phenobarbital 4 mg. per 5 cc. tsp. Available: One pint bottles. Usual Dosage: Adults, 2 tsp. q. i. d. Children, 1 tsp. q. i. d.

**BRONKOTAB® ELIXIR**

*shortens the duration of bronchitis cough*

**BREON LABORATORIES INC.,** Rx Products Division, New York, N. Y.



Estate  
Provi  
estat  
Chang  
savin  
\*How  
12-14

Ethics  
Charg  
cial  
\*Tell  
patie  
Pay  
docto  
11-2  
If pa  
pape  
155  
When  
stock

Famil  
Best  
pay  
\*Dad  
nigh  
\*Wha  
docto  
\*How  
fam  
for  
your  
enth  
10-1  
\*Let  
wiv

Fees  
If a  
cre  
How  
com  
\*Doc  
shot  
\*Doc  
wat  
How  
usu  
8-2  
\*Ho  
me  
217  
\*Pa  
21-  
\*Wh

Me

## ...Subject index

### Estate planning

Providing for heirs until the estate's settled. 9-7-175  
Changing the beneficiary of savings bonds. 9-21-145  
\*How much wife insurance? 12-14-128

### Ethics

Charging a colleague for special care. 9-21-185  
\*Tell third parties but not the patient? 9-21-167  
Pay arrangements when one doctor covers for another. 11-2-137  
If patients want copies of a paper you've written. 11-16-155  
When it's unethical to hold stock in a lab. 12-28-127

### Family

Best way to step up alimony payments. 7-27-169  
\*Dad, can I use the office tonight? 9-7-109  
\*What's happening to the doctor's home life? 10-5-61  
\*How much time for your family? 10-19-143; No time for the family? Quit kidding yourself! 10-19-149; The seventh day is for my family. 10-19-157  
\*Let's emancipate doctors' wives! 12-28-72

### Fees

If a friend can't pay an increased fee. 7-13-263  
How to set fees in a low-income area. 8-10-219  
\*Doctors who don't practice shouldn't preach! 8-24-183;  
\*Doctors who do practice need watching! 8-24-196  
How to spell fee trouble: usual/customary/reasonable. 8-24-96  
\*How Blue Shield pays for medical consultations. 9-7-217  
\*Pay whatever you wish. 9-21-197  
\*When patients ask: 'How

good is my health insurance?' 9-21-68  
\*Cardiopulmonary work-up for \$25? 10-19-201  
How my aides keep tab on professional courtesy. 10-19-262  
Experience as a factor in setting fees. 11-16-155  
Billing a patient for services he didn't request. 11-30-117  
\*How they handle fees for the elderly. 12-14-229  
\*If you're called as an expert witness. 12-14-93  
Professional courtesy for aides' relatives. 12-14-159  
How to simplify detailed fee discussions. 12-28-127

### General practice

\*Internists and G.P.s: friends again. 7-13-173  
\*A surgeon speaks out for G.P.s. 9-7-179  
\*Who's taking over family practice? 10-19-69  
\*Nothing but specialists? 11-16-74  
\*Tomorrow's G.P. may be a nurse. 11-30-206  
\*Psychiatry for G.P.s? Nuts! 12-14-112

### Government

\*Doctors who don't practice shouldn't preach! 8-24-183;  
\*Doctors who do practice need watching! 8-24-196  
\*Let's stop subsidizing cultists! 9-7-118  
\*Borrow from Uncle Sam? 12-14-245  
\*They'll pay you to take up a specialty. 12-14-207  
\*The decline of British medicine. 12-28-172  
Facts for physicians: Is government taking over U.S. health research? 12-28-101

### Health insurance

Helping patients select a health insurer. 8-10-215  
\*Why should Blue Cross and Blue Shield compete? 8-10-133

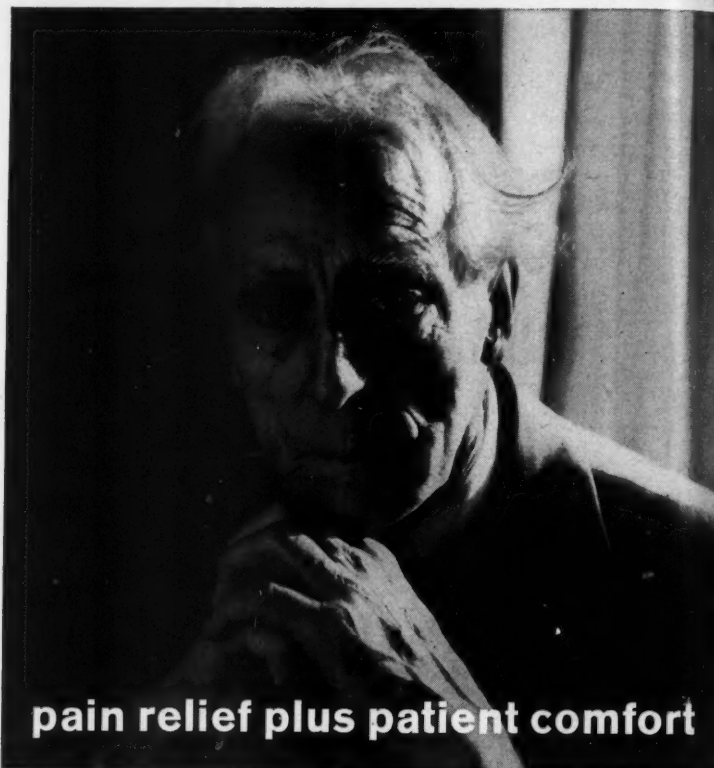
\*Doctors who don't practice shouldn't preach! 8-24-183;  
\*Doctors who do practice need watching! 8-24-196  
\*How Blue Shield pays for medical consultations. 9-7-217  
\*When patients ask: 'How good is my health insurance?' 9-21-68  
\*Can doctors bargain successfully with labor? 10-5-183  
\*Warning to Blue Shield from a past president: Stop dumping low-income patients! 10-19-63

### Home

Letting a buyer assume your home mortgage. 7-27-171  
The most power-happy doctor in America. 9-7-97  
Letting a buyer assume your G.I. mortgage. 10-5-237  
\*How much home can you afford? 11-16-65

### Hospitals

\*Hottest volcano in medicine, over-utilization: \*Why the pressure's on you. 7-13-60;  
\*Who's controlling it? 7-13-72; \*Our controls caused an explosion. 7-13-86; \*The tightest controls to date. 7-13-96; \*The four danger areas in controls. 7-13-112  
\*What makes hospital fund drives fail. 7-27-82  
When your hospital says, 'Contribute—or else.' 7-27-88  
\*How to win over hospital trustees. 9-7-72  
\*It's time to put the chiefs on salary. 10-5-83  
\*Quality of care: \*Charts can help us improve it! 10-19-84;  
\*You can't check it with charts! 10-19-80  
Releasing a hospitalized patient by phone. 10-19-139  
\*They're rubbing out medicine's color line. 10-19-270  
\*Six ways to deal with the emergency room crisis. 11-30-65; \*Get attending G.P.s



**pain relief plus patient comfort**

## with Ascriptin... the aspirin-Maalox® tablet

Whether salicylate therapy is short-term or long-term, pain relief is often accompanied by gastric distress. In such cases, the logical choice is ASCRIPTIN, the aspirin-Maalox ethical analgesic. ASCRIPTIN contains aspirin—most widely used pain reliever—and Maalox—the most widely prescribed antacid. Each ASCRIPTIN tablet contains: Aspirin (5 grains) 0.30 Gm. and Maalox (magnesium-aluminum hydroxide) (2½ grains) 0.15 Gm. Supplied: Bottles of 100 and 500 tablets.

(aspirin-Maalox for pain)

# Ascriptin\*

\*Trademark

WILLIAM H. RORER, INC., FORT WASHINGTON, PA.



to tak  
the E.  
basis,  
E.R. v  
of att  
selves  
proces  
sician  
privile  
time a  
keepin  
30-80;  
ings  
the E.  
cal fe  
11-30-  
metho  
screen  
tients  
vate  
patien  
on a  
medic  
cut h  
use o  
If a ho  
out p  
\*Shoul  
other

Hume

\*Ansv

27-80

\*The

8-24-

'It'll n

\*The

10-15

Under

\*The

30-10

How

110

\*'Voic

12-14

\*I ma

prac

Incor

\*Resu

ics'

phys

\*Do

11-2

tien

11-2

Meo

XUM

## ...Subject index

to take sole responsibility for the E.R. on a fee-for-service basis, 11-30-68; \*Man the E.R. with a voluntary group of attendings who pay themselves \$10 an hour from the proceeds, 11-30-74; \*Let physicians with no admitting privileges run the E.R. full time as a private concession, keeping all medical fees, 11-30-80; \*Pay several attendings a salary for covering the E.R., with all E.R. medical fees going to the hospital, 11-30-86; \*Whatever the method of staffing the E.R., screen out nonemergency patients and refer them to private physicians or to outpatient clinics, 11-30-92; \*Put on a public campaign, under medical staff supervision, to cut back on indiscriminate use of the E.R., 11-30-98  
If a hospitalized patient signs out prematurely, 12-14-159  
\*Should doctors police each other? 12-28-65

### **Humor**

\*Answers I've choked back. 7-27-80  
\*The passing of the L.M.D. 8-24-88  
'It'll never work.' 9-7-91  
\*The seven ages of woman. 10-19-107  
Under the weather. 11-16-116  
\*The compleat consultant. 11-30-104  
How to outwit forms. 12-14-110  
\*'Voiced in your presence?' 12-14-104  
\*I made \$8 my first month in practice. 12-28-94

### **Income & expenses**

\*Results of MEDICAL ECONOMICS' first annual checkup of physicians' economic health: \*Doctors doing nicely, but, 11-2-62; \*G.P.s get more patients, specialists get fewer, 11-2-70; \*Working hours hold

steady, 11-2-74; \*More help, higher pay, 11-2-76; \*Collections: still room for improvement, 11-2-82; \*Accounts receivable: already too high? 11-2-84; \*Up-and-coming income source, 11-2-88; \*Gross goes up 2.8% in a year, 11-2-92; \*Expenses are up only 2.4%, 11-2-98; \*Net result: better but not a lot, 11-2-104

### **Insurance**

Life insurance for an older physician. 7-13-191  
\*What every dog owner should know about law. 7-13-267  
When accidents boost insurance premiums. 7-13-189  
How to split a life policy at retirement. 8-10-169  
Insuring against higher taxes as a widower. 8-10-167  
\*Buy life insurance and securities in one package? 8-24-98  
\*Financed life insurance: still good for some doctors. 9-7-155  
Providing for heirs until the estate's settled. 9-7-175  
Deciding which insurance loan to repay first. 9-21-143  
How to avoid insurance rate increases. 10-5-239  
\*How to stretch your insurance dollars. 10-5-145  
Insuring goods against damage during a move. 10-19-215  
When not to rely on insurers for legal help. 11-2-137  
Why it pays to buy life insurance early. 11-2-203  
\*How much wife insurance? 12-14-128  
When you give life insurance to charity. 12-28-149

### **Investments**

Let commodity profits run, but stop losses. 7-13-189  
Mutual funds vs. investment counseling. 7-13-191  
How to judge the safety of university bonds. 7-27-171

Switching from mutual fund to savings account. 7-27-169  
\*When to take stock profits. 7-27-72  
How to play it safe with your broker. 8-10-100  
\*New forces in the stock market. 8-10-238  
Outright gift of stocks vs. joint ownership. 8-10-169  
\*Retirement income from mutual funds. 8-10-189  
They get a 16% return from 'found' money. 8-10-98  
\*All you need is a simple little trust.' 8-24-84  
\*Buy life insurance and securities in one package? 8-24-98  
Government bonds vs. stocks for retirement. 8-24-139  
Shifting income to a child to reduce taxes. 8-24-139  
They're helping young M.D.s get started. 8-24-217  
When to redeem Series H Savings Bonds. 8-24-141  
Investing in Scotch whisky for capital gains. 9-7-173  
What to do when you dislike merger terms. 9-7-173  
Changing the beneficiary of savings bonds. 9-21-145  
The effect of stock rights on share value. 9-21-143  
\*How to size up a nursing home investment. 9-21-100  
Two surprises join the mutual fund leaders. 9-21-112  
\*Investment opportunities south of the border. 10-5-92  
One way to cut sales charges for mutual funds. 10-5-239  
Keeping funds fully invested in mortgages. 10-19-217  
\*Short course in short-term trusts: \*How to make a tax shelter stand up, 10-19-122; \*Better than Keogh for a retirement fund, 11-2-141; \*Support a relative with tax-free dollars, 11-16-159; \*A trust to help your grandchildren, 11-30-161; \*How to create a child's college fund, 12-14-165

The big question has been answered for many people. The report of the Surgeon-General on Smoking and Health gave strong support to the overwhelming evidence accumulated by the American Cancer Society over the last 15 years. Cigarette smoking is a major cause of lung cancer.

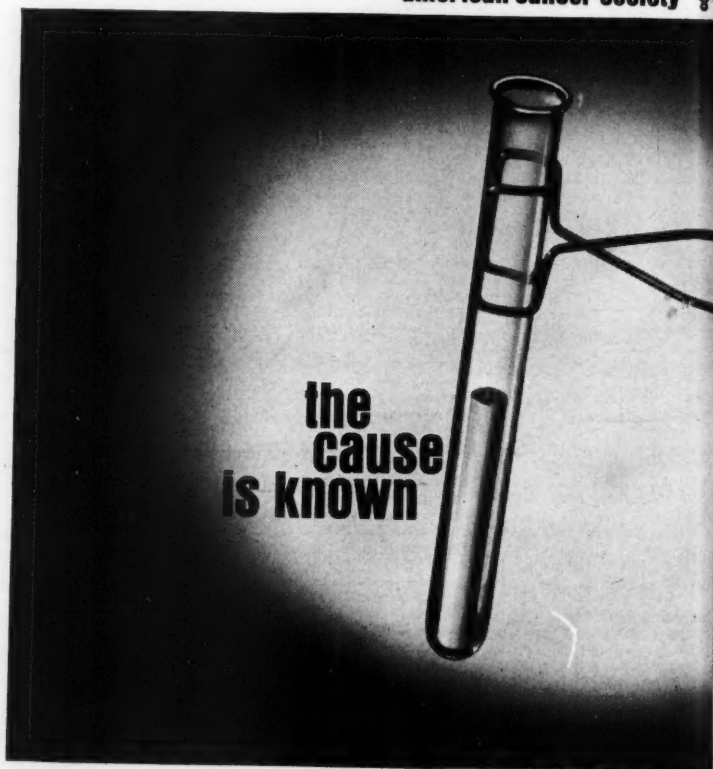
As the evidence piled up, the Society intensified its public educational efforts, with teen-agers the specific target. Many private and government agencies were stimulated to take action.

But people have short memories. Already the message of the Surgeon-General's report has been blurred with the passage of time. Unless those with the responsibility for protecting health act vigorously, the public will continue to lose sight of the risk...and smoke cigarettes.

We are faced with some compelling questions. How to motivate adults to stop smoking cigarettes? How to influence teen-agers not to start? How to help those who want to stop but can't?

*Between us, doctor, we must find the answers.*

**american cancer society**



Throw  
buying  
19-88  
What to  
toll-roa  
Why  
worth  
How to  
abroad  
The rel  
stock v  
How  
funds.  
How m  
ford?  
Selling  
may g  
Big di  
retire.  
Buying  
have b  
Saving  
'sprin  
How  
mistal  
The im  
ing a  
151  
More  
leader  
When  
stock  
'Who'  
ments  
Labor  
'Can  
fully  
Law  
'Tips  
survi  
amin  
the  
your  
'Thos  
Are  
27-16  
Helpi  
heal  
'A co  
sis.  
'Do  
ily l  
'The  
child

## ...Subject index

\*Throw away the rule book in buying glamour stocks. 10-19-88

What to check before you buy toll-road bonds. 10-19-215

Why stock warrants are worth a look. 10-19-95

How to share in growth abroad despite tax. 11-2-203

The relation of book values to stock values. 11-2-205

\*How doctors buy mutual funds. 11-16-106

\*How much home can you afford? 11-16-65

\*Selling real estate? Your tax may go up. 11-30-147

\*Big dividends are helping us retire. 12-14-88

Buying stock in firms that have bond debts. 12-14-199

Saving taxes by using a 'sprinkling' trust. 12-14-197

\*How to avoid mutual fund mistakes. 12-28-84

The importance of diversifying art investments. 12-28-151

More maverick mutual fund leaders. 12-28-92

When it's unethical to hold stock in a lab. 12-28-127

\*Who'll manage your investments? 12-28-133

### Labor

\*Can doctors bargain successfully with labor? 10-5-183

### Law

\*Tips on testifying: \*How to survive an abusive cross-examination. 7-13-193; \*When the cross-examiner attacks your diagnosis. 7-27-195

\*Those Good Samaritan laws: Are they really necessary? 7-27-106

Helping patients select a health insurer. 8-10-215

\*A cool look at the crime crisis. 8-24-222

\*Do you have the right family lawyer? 8-24-117

\*The facts behind battered-child laws. 8-24-71

\*There's a murderer in my waiting room. 8-24-62

When a third party seeks confidential data. 11-30-119

\*Who killed Linda Epping? 12-14-268

Getting surgical consent from a teen-age patient. 12-28-129

### Location, distribution

\*Why put up with big-city practice? 7-27-63

\*Crowded with colleagues? 8-10-86

They're helping young M.D.s get started. 8-24-217

Finding out if a town needs your specialty. 9-7-211

\*How medical practice can change overnight. 9-7-98

\*We needed psychiatric help. 9-21-88

Next time you move, map it out for your patients. 10-5-112

### Malpractice

\*The anatomy of malpractice: \*the circulatory system, 7-13-134; \*the skin, 7-27-140

\*Those Good Samaritan laws: Are they really necessary? 7-27-106

\*I fought a malpractice settlement—and won. 8-10-102

\*Simplest malpractice safeguard: Write it down, stop a suit. 9-21-61

\*Tell third parties but not the patient? 9-21-167

\*When a consultation is legally risky. 10-5-70

Releasing a hospitalized patient by phone. 10-19-139

When not to rely on insurers for legal help. 11-2-137

Reducing a malpractice risk in the O.R. 11-16-153

\*Suddenly—more malpractice suits! 11-16-82

\*Story of a successful malpractice suit. 12-28-102

### Medical Economics' survey

\*Results of MEDICAL ECONOMICS' first annual checkup of

physicians' economic health:

\*Doctor's doing nicely, but, 11-2-62; \*G.P.s get more patients, specialists get fewer, 11-2-70; \*Working hours hold steady, 11-2-74; \*More help, higher pay, 11-2-76; \*Collections: still room for improvement, 11-2-82; \*Accounts receivable: already too high? 11-2-84; \*Up-and-coming income source, 11-2-88; \*Gross goes up 2.8% in a year, 11-2-92; \*Expenses are up only 2.4%, 11-2-98; \*Net result: better but not a lot, 11-2-104

### Medical education

\*What it takes to be a top doctor. 8-10-108

\*Don't fall for current fads in medicine! 9-21-94

Biggest medical library is also the fastest. 10-5-209

U.S. medical schools are rejecting more applicants. 10-19-99

### Office

When a tenant can't claim his improvements. 7-13-259

\*Will they rob your office next? 9-7-135

How to keep street sounds out of your office. 10-5-141

\*Condominium: newest way to own your office. 10-19-240

How to rid your parking lot of unnecessary cars. 10-19-139

Carpeting vs. tiles on office floors. 11-2-139

Talk about overcrowded offices! 11-2-111

\*This office calms patients' anxieties. 11-16-110

Reducing the chances of broken office windows. 12-14-161

### Organized medicine

\*How to stay one up at medical meetings. 9-21-245; How to be one up when you're in the minority. 9-21-266

*More on page 203*

when your patient  
"coughs up a storm"\*...

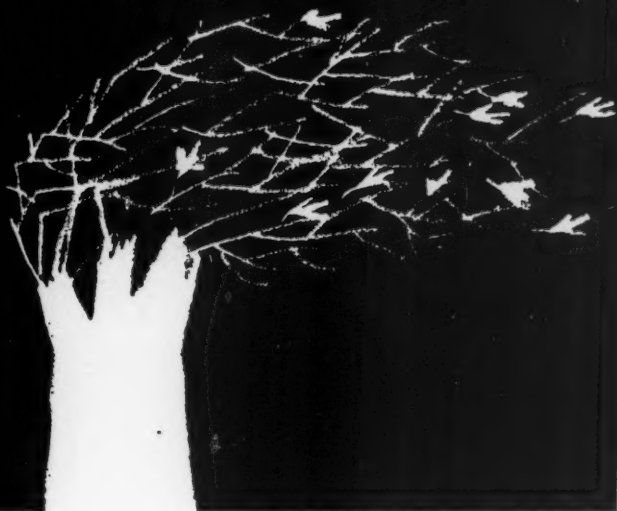
\*During cough, particles are propelled at 150 to 160 feet per second  
— hurricane wind speed. (Hobby, A. W.: *Am. J. Surg.* 89:285, 1955.)

# Benylin® Expectorant

Each fluidounce contains: 80 mg. Benadryl® (diphenhydramine hydrochloride); 12 grains ammonium chloride; 5 grains sodium citrate; 2 grains chloroform; 1/10 grain menthol; and 5 per cent alcohol.

**For relief of coughs due to colds or allergy** Benadryl (diphenhydramine hydrochloride) calms cough reflex, relieves bronchial spasm, and reduces nasal stuffiness... expectorants break down mucus and relieve respiratory congestion... raspberry-flavored syrup provides soothing demulcent action. *Precautions:* Persons who have become drowsy





## nttively calms the cough

); 12 this or other antihistamine-containing drugs, or whose tolerance is not known,  
grain ould not drive vehicles or engage in other activities requiring keen response while  
ing this preparation. Hypnotics, sedatives, or tranquilizers, if used with BENYLIN  
oride) ECTORANT, should be prescribed with caution because of possible additive effect.  
syrup phenhydramine hydrochloride has an atropine-like action which  
rows) ould be considered when prescribing BENYLIN ECTORANT.

**PARKE-DAVIS**

PARKE, DAVIS & COMPANY, Detroit, Chicago 4806

33266

ckaging: Bottles of 4 oz., 16 oz., and 1 gallon.

## ...Subject index

- \*They're rubbing out medicine's color line. 10-19-270
- \*I turned in an incompetent colleague. 11-2-108

### Partnerships, groups

- \*Should group doctors charge more? 7-13-149
- \*How much time off for group doctors? 7-27-175
- \*How group practice can pay off in fringe benefits. 8-24-143
- \*Dad, can I use the office tonight? 9-7-109
- \*To hell with group practice! 9-7-82
- \*When a medical group takes on new members. 9-21-221
- \*What's the fairest way to divide partnership income? 10-5-107
- \*How to insure long life for a medical group. 10-19-163

### Patients

- What's happening to 'ethnic' practice? 7-13-207
- \*The mentally ill are coming back—to you. 9-7-245
- If an indigent patient needs expensive drugs. 9-21-186
- My aide 'warms up' patients for me. 9-21-189
- \*Tell third parties but not the patient? 9-21-167
- \*We needed psychiatric help. 9-21-88
- \*Better learn the language of folk medicine. 10-5-114
- \*Common-sense criteria for house calls. 10-5-76
- Handling an anxious patient when lab results look bad. 10-5-139
- \*They're helping you spot potential suicides. 10-5-118
- \*If the patient doubts your judgment. 10-19-100
- \*Are we doctors or medical merchants? 11-2-163
- Now I brief my patients before I see them. 11-2-206
- \*This office calms patients' anxieties. 11-16-110
- Curbing phone calls from an

- anxious family. 11-30-119
- \*How to mishandle industrial patients. 12-14-122
- If a hospitalized patient signs out prematurely. 12-14-159
- \*Consultants' fees are your business! 12-28-97
- Getting surgical consent from a teen-age patient. 12-28-129

### Personal life

- The advantages of traveling by freighter. 8-10-167
- \*Do you have the right family lawyer? 8-24-117
- Whether to buy repair contracts on appliances. 8-24-141
- \*Down with tipping! 9-7-255
- \*How to please a colleague at Christmas. 11-16-100
- \*A savings plan for expenses you often forget. 11-16-88
- \*Borrow from Uncle Sam? 12-14-245
- When you're asked to serve as an executor. 12-14-197
- What to do with bills for goods you didn't order. 12-28-149

### Politics

- \*The changing U.S. electorate. 9-21-274
- \*Test your political beliefs. 10-19-221

### Practice management

- Discouraging patients who want late-hour care. 7-13-263
- \*Get your aides to gripe! 7-27-98
- How to get health tips to your patients. 7-27-215
- When hospital retirement rules hurt a practice. 7-27-215
- Speeding up an aide's filing time. 8-10-219
- \*How to get a good line on answering services. 8-24-76
- \*5 ways to escape the tyranny of the telephone. 9-7-104
- \*Simplest malpractice safeguard: Write it down, stop a suit. 9-21-61

- \*Too much friction in the office? 9-21-120
- \*Common-sense criteria for house calls. 10-5-76
- How many phone lines for the busy solo M.D. 10-5-139
- \*My patient questionnaires speed up diagnosis. 10-5-98
- Now I brief my patients before I see them. 11-2-206
- Pay arrangements when one doctor covers for another. 11-2-137
- \*How to avoid a killing practice pace. 11-16-118
- A step-saving appointment card. 11-16-105
- How to offer criticism to an employee. 11-30-117
- When to bill hospitalized patients. 12-28-129
- \*How well supervised is your office? 12-28-155

### Professional relations

- \*Refresher on referrals:
  - \*When the referring doctor gives inadequate information. 8-10-60; \*When the referring doctor fails to disclose a special fee situation. 8-10-68; \*When the patient wants a consultant the referring man thinks unsuitable. 8-10-74; \*When a consultant gives late or incomplete reports. 8-10-78; \*When your patient balks at being referred to a psychiatrist. 8-10-82
- Charging a colleague for special care. 9-21-185
- How my aides keep tab on professional courtesy. 10-19-262
- \*I turned in an incompetent colleague. 11-2-108
- \*How to please a colleague at Christmas. 11-16-100
- \*Suddenly—more malpractice suits! 11-16-82
- \*They repay professional courtesy with stock. 11-30-173

More on page 213

they  
bounce  
back  
fast  
with

**TYLENOL®**

acetaminophen  
*antipyretic-analgesic*

When upper respiratory infections, common aches and pains have the younger set out of commission, **TYLENOL** works quickly to reduce fever, relieve discomfort... helps restore "bounce." **TYLENOL** eliminates the risk of salicylate sensitivity<sup>1</sup> and gastric irritation.<sup>2,3</sup>

**TYLENOL** elixir—120 mg. (2 gr.) per 5 cc.

**TYLENOL** drops—60 mg. (1 gr.) per 0.6 cc.

*For older children and adults—*

**TYLENOL** tablets—32 mg. (½ gr.)

**References**

1. Maslansky, L.: Acetaminophen: Acid Sensitivity and a Salutatory Laboratory Acetaminophen. Abstracted Excerpta Med. Internat. Congress. Paris, 1961, 44, October, 1961, p. 124. F. Roth, J. L. A. Volder-Cabana, A. Pavesi, F. and Ruchman, I.: Tolerant Action of Salicylates in Gastrointestinal Lesions and Hemorrhage. *Gastroenterology*, 44, 144-156 (February 1962). 2. Roth, J. L. A., Nair, P. K., and Silasch, T.: Prevention and Management of Salicylate Gastrointestinal Ulcer. *Postgrad. Med.*, 32:442-443 (November 1962).



MCNEIL LABORATORIES, INC., Fort Washington, PA

NegGram, a new, oral chemotherapeutic agent, is highly effective against virtually all of the gram-negative organisms which are responsible for 75-80% of urinary tract infections. NegGram has also produced favorable clinical response in some cases of gram-positive infection despite negative *in vitro* sensitivity.<sup>1</sup> Since it is devoid of any bacterial cross-resistance, NegGram has proved successful in many instances where other agents have failed.<sup>2,3</sup>

Unlike some drugs, NegGram does not cause neurotoxic or nephrotoxic effects, crystalluria, or fungal superinfection and may be prescribed for patients with moderate renal impairment.

## Highly effective in both acute and chronic urinary infections

**References:** (1) Carroll, G.: *J. Urol.* 90:476, Oct., 1963. (2) Warres, H. L.: *Missouri Med.* 61:27, Jan., 1964. (3) Palmer, J. K.: *Week. Urol. Clin. Letter* vol. 6, no. 36, Dec. 24, 1962.

indications  
gram-ne  
organisms.  
ade effect  
intestinal  
stances, d  
urticaria,  
dosage co  
factors ha  
three pat  
Precauti  
liver fun  
longed t  
ence, th  
first tri  
metabo  
the kid  
patient  
ment o  
mende  
arbitra  
ful su

# Neg Gram<sup>®</sup>

Brand of

## nalidixic acid

Optimal initial adult dose: Two 500 mg. Caplets<sup>®</sup>  
four times daily

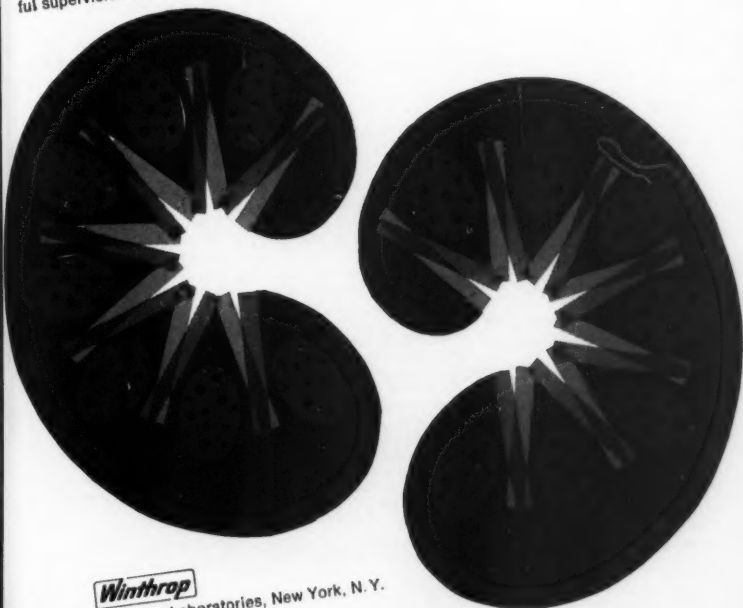
**Dosage:** Adults: 2-4 Gm. daily by mouth in divided doses. An initial daily dosage of 4 Gm. (2 Caplets of 500 mg., q.i.d.) is recommended for 1-2 weeks. Thereafter, if further treatment is indicated, dosage may be reduced to 2 Gm daily. Children may be given approximately 25 mg. per pound of body weight per day, administered above for adults. The dosage recommended above for adults and children should not arbitrarily be doubled unless under the careful supervision of a physician. Until further experience is gained, infants under 1 month should not be treated with the drug.

**How supplied:** Buff-colored, scored Caplets<sup>®</sup> of 500 mg. for adults, conveniently available in bottles of 56 (sufficient for one full week of therapy) and in bottles of 1,000. 250 mg. for children, available in bottles of 56 and 1,000.

**Indications:** Urinary tract infections caused by gram-negative and some gram-positive organisms.

**Side effects:** Mainly mild, transient gastrointestinal disturbances; in occasional instances, drowsiness, fatigue, pruritus, rash, urticaria, and mild eosinophilia. Marked overdosage coupled with certain predisposing factors has produced brief convulsions in three patients.

**Precautions:** As with all new drugs, blood and liver function tests are advisable during prolonged treatment. Pending further experience, the drug should not be given in the first trimester of pregnancy. Because it is first metabolized in the liver and excreted through the kidneys, it must be used cautiously in patients with liver disease or severe impairment of kidney function. The dosage recommended for adults and children should not arbitrarily be doubled unless under the careful supervision of a physician.



**Winthrop**

Winthrop Laboratories, New York, N. Y.

## ...Subject index

\*Double-check that doctor's references! 12-14-116

\*I hate medical highbrowism. 12-14-98

Keeping tabs on M.D.s who refer patients to you. 12-14-161

\*Consultants' fees are your business! 12-28-97

\*Should doctors police each other? 12-28-65

### Public relations

How to rid your parking lot of unnecessary cars. 10-19-139

\*Are we doctors or medical merchants? 11-2-163

### Records

What to do with records when closing a practice. 8-10-226

A rubber stamp helps me keep shots up to date. 9-7-248

\*Simplest malpractice safeguard: Write it down, stop a suit. 9-21-61

A fast way to fix typing errors on medical charts. 10-19-141

When a third party seeks confidential data. 11-30-119

### Retirement

When hospital retirement rules hurt a practice. 7-27-215

How to split a life policy at retirement. 8-10-169

\*Retirement income from mutual funds. 8-10-189

\*Buy life insurance and securities in one package? 8-24-98/

Government bonds vs. stocks for retirement. 8-24-139

\*'It doesn't make sense to retire!' 9-7-92

\*Approaching retirement? Look into my 10-year plan. 9-21-149

When you want to switch Keogh plans. 9-21-145

\*Short course in short-term trusts: Better than Keogh

for a retirement fund. 11-2-141

\*Start a Keogh plan now? 11-30-181

\*Big dividends are helping us retire. 12-14-88

### Savings

Switching from mutual fund to savings account. 7-27-169

\*A savings plan for expenses you often forget. 11-16-88

### Special types of practice

\*Want to be a ship's doctor for a while? 8-10-90

\*I've switched to bariatrics—and I'm glad I did. 9-21-115

\*I'll take my job over your practice. 11-30-123

### Specialism

\*Internists and G.P.s: friends again. 7-13-173

\*How we're killing private radiology. 7-27-90

\*We need more subspecialists! 8-24-59

\*A surgeon speaks out for G.P.s. 9-7-179

\*Who's taking over family practice? 10-19-69

\*Nothing but specialists? 11-16-74

\*The psychiatrist in the looking glass. 11-16-214

Keeping tabs on M.D.s who refer patients to you. 12-14-161

\*They'll pay you to take up a specialty. 12-14-207

### Taxes

Best way to step up alimony payments. 7-27-169

\*When to ask for an advance tax ruling. 7-27-221

When your hospital says 'Contribute—or else.' 7-27-88

Insuring against higher taxes as a widower. 8-10-167

Outright gift of stocks vs. joint ownership. 8-10-169

\*'All you need is a simple little trust.' 8-24-84

Shifting income to a child to reduce taxes. 8-24-139

Municipal bonds as a way to get a tax exemption. 9-7-175

\*New tax relief for fast-rising incomes. 9-7-61

One way to cut sales charges for mutual funds. 10-5-239

Tax savings when you give stock to a child. 10-5-237

Tax tips to cut costs of parents' support. 10-5-221

\*How some M.D.s provoke tougher tax audits. 10-19-74

How to adjust the price paid for a co-op unit. 10-19-217

\*Short course in short-term trusts: \*How to make a tax shelter stand up. 10-19-122;

\*Better than Keogh for a retirement fund. 11-2-141;

\*Support a relative with tax-free dollars. 11-16-159; \*A trust to help your grandchildren. 12-14-161; \*How to create a child's college fund. 12-14-165

How to share in growth abroad despite tax. 11-2-203

\*What to do now to cut your 1964-65 tax bill. 11-2-112

When it pays to exchange real estate. 11-2-205

\*Tax deductions for household help. 11-16-208

\*Selling real estate? Your tax may go up. 11-30-147

\*Start a Keogh plan now? 11-30-181

Buying stock in firms that have bond debts. 12-14-199

Claiming a married offspring as a dependent. 12-14-199

\*How much wife insurance? 12-14-128

Saving taxes by using a 'sprinkling' trust. 12-14-197

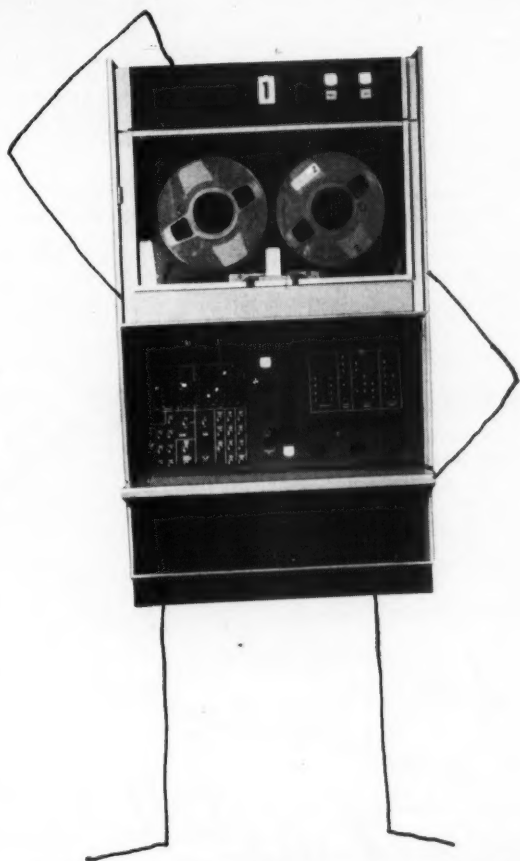
\*Simplest way to sort out tax deductions. 12-14-133

Your 1965 tax calendar. 12-14-145

Tax-deducting for equipment you no longer use. 12-28-151

When you give life insurance to charity. 12-28-149

\*Why 9 M.D.s were jailed as tax-dodgers. 12-28-76



You don't have to be a computer to figure the dosage of...

**Dilaudid®**  
(dihydromorphenone)

(it's as easy as 1, 2, 3, or 4 mg.)

by mouth, by needle, by rectum

Subject to Federal narcotic regulations.



**KNOLL PHARMACEUTICAL COMPANY • ORANGE, NEW JERSEY**